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12722.00104

PATENT APPLICATION



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:)
DAOZHENG LU, ET AL.)
Application No.: 09/076,517)
Filed: May 12, 1998)
For: AUDIENCE MEASUREMENT SYSTEM)
FOR DIGITAL TELEVISION)
December 12, 2001

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Commissioner for Patents
Washington, D.C. 20231

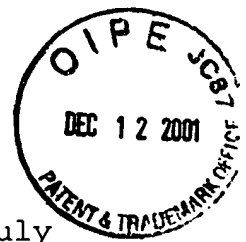
REVOCATION AND NEW POWER OF ATTORNEY

Sir:

As assignee of record of the entire interest of the above-identified patent application, all powers of attorney previously given are hereby revoked and the attorneys associated with the firm and Customer Number provided below are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith, and it is directed that all correspondence be addressed to the address associated with that Customer Number:

KATTEN MUCHIN ZAVIS
Customer Number: 27160

ASSIGNEE CERTIFICATE UNDER 37 C.F.R. 3.73(b)



Nielsen Media Research, Inc., a corporation duly organized under the laws of Delaware, and having its principal place of business at 275 Patricia Avenue, Dunedin, Florida 34698-8190, United States of America, hereby certifies that it is the owner of all right, title, and interest in the above-identified application, by virtue of a Chain of Title from inventors Daozheng Lu, Paul C. Kempter, and William A. Feininger, of the above-identified application to the current assignee as follows:

- a. From: Daozheng Lu, Paul C. Kempter, and William A. Feininger; To: Nielsen Media Research, Inc.

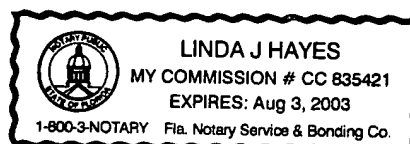
The assignment document was recorded in the Patent and Trademark Office on June 12, 1998 at Reel 9249, Frame 0634.

I am empowered to sign this certificate on behalf of the assignee, Nielsen Media Research, Inc.

Date: 12/11/01
Name: PAUL M. MEARS
Title: Sr. VP Eng & Tech
Signature: *Paul M. Mears*

KATTEN MUCHIN ZAVIS
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State of Florida
County of Pinellas
On Dec 11 2001 personally
appeared before me PAUL MEARS
whom I know personally
whose identity I verified on
the basis of _____
to be the signer of the above and
he/she acknowledged that he/she
signed it.
Linda J Hayes
Notary Public
My Commission Expires: 8/3/03



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